



Creative leadership and business strategy is at the heart of what I do. In the past decade, I have worked as a senior creative at agencies and led in-house teams at various global companies such as J Walter Thompson, LinkedIn, and Treasury Wine Estates. Having experience being on both sides of the table gave me a unique perspective in problem-solving and made me an innovative and effective Creative and Design Lead.

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experience

FREELANCE, Creative + Design Lead, *January 2019 - Present*

Work with companies in B2B and B2C industries who are in their growth stage in telling their story clearly and cohesively by establishing a solid visual system and implementing its narrative voice in product and marketing. Collaborate with the leadership team in developing creative strategy and brand vision. Recent and current clients include Zenput, Homeroom, and Loupe Graphics.

- Ensure brand identity and narrative are reflected in various sales and marketing assets and channels. Deliverables include but not limited to emails, landing pages, social media ads, display ads, and sell sheets.
- Work with key stakeholders in evolving the brand system and ensure scalability through designing brand toolkits for the marketing and sales teams.
- Lead design audits and work cross functionally with product design, product management, marketing, and engineering teams to meet accessibility standards across product and marketing efforts.
- Work alongside product design and engineering teams in designing and implementing component libraries to establish brand consistency in design and efficiency in development cycles.

J WALTER THOMPSON-SAN FRANCISCO, Senior Art Director, *October 2016 – December 2018*

Collaborated with strategists, copywriters, and other cross-functional teams in developing brands and in creating marketing campaigns for clients in technology, travel, and CPG industries. Assisted the Executive Creative Director in managing the creative team.

- Developed and designed brand launches, seasonal promotions, brand guidelines, and line extensions for US and international brands on the Treasury Wine Estates account.
- Creative Lead for digital projects and new business efforts including Living Wine Labels, Adobe Creative Cloud for Teams, Juma Ventures, Air China, and Nestle with a focus on user experience, and user interface design.
- Managed and mentored designers and junior art directors through their creative process and career development. Helped them develop clear career development goals and actionable plans on how to achieve those goals by setting and defining expectations.
- Facilitated concept development workshops and creative presentations for the internal team and clients.
- Developed and implemented design and production quality standards for print and digital deliverables.

LYNDA.COM/LINKEDIN, Art Director/UX Designer, *March 2015 – October 2016*

Partnered with the consumer and enterprise marketing teams to develop inspiring and immersive visuals for digital experiences across the entire marketing lifecycle. Collaborated with the product team to ensure brand consistency.

- Designed emails, landing pages, and display advertising for acquisition, prospect, conversion, retention, and win-back marketing initiatives for both consumer and enterprise audiences.
- Led the design of LinkedIn Learning enterprise launch microsite, email campaign, social media advertising, collateral materials, and enterprise sales tools.
- Supported the marketing team in reviewing and providing guidance on projects that were assigned to design contractors and external agencies.
- Collaborated with the horizontal design team to ensure consistency of brand narrative and design patterns.
- Worked with program managers to streamline and find efficiencies in project development process.

PACKAGINGARTS, Art Director, *August 2014 – March 2015*

Assisted the Creative Director in evaluating client needs and offering solutions through brand development, promotional programs, and packaging design.

- Collaborated with clients to ensure creative strategy was innovative, motivating, and right for the brand.
- Provided detailed direction to internal graphic designers, production artists, and freelancers in finding the best execution using photography, typography, and other design techniques.
- Partnered with the production team in assuring that projects were completed with quality and delivered on time.



TREASURY WINE ESTATES, Senior Designer, *April 2012 – August 2014*

Partnered with multi-disciplinary functions—brand, trade marketing, direct to consumer, and production teams in developing multi-platform design solutions. Led the internal creative services team.

- Worked with the marketing and promotions team to ensure project solutions met the business needs and that the production intent is considered throughout the design process.
- Oversaw all design-related activities and processes. Provided constructive feedback and guidance to ensure consistency with a brand's voice, tone, and style.
- Art directed and worked with photographers in various types of photoshoots such as product beauty shots, winemaker portraits, and lifestyle photography.
- Worked cross-functionally with the brand marketing, legal, and procurement teams in packaging design projects.
- Mentored the design team by providing guidance with developing their skills and defining their career goals.
- Inspired the design team to maintain a connection with the external creative industry, and to stay up to date on current trends in content creativity by encouraging the team to attend creative conferences and events.
- Guided project consultants and allocated design team resources to provide timely, on-budget deliverables and quality execution.

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additional work experience

AF STUDIO DESIGN, Designer, *February 2011 – March 2012*

LOYAL3 HOLDINGS INCORPORATED, Freelance Art Director, *December 2010 – January 2011*

ATTIK SAN FRANCISCO, Design Intern, *October 2009 – December 2009*

FIREWOOD INCORPORATED, Junior Art Director, *October 2006 – September 2009*

HUB STRATEGY & COMMUNICATIONS, Freelance Art Director, *September 2006 – October 2006*

EVOLUTION BUREAU, Freelance Production Designer, *July 2006 – September 2006*

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education

ACADEMY OF ART UNIVERSITY, Master of Fine Arts in Graphic Design, *September 2007 – May 2012*

ACADEMY OF ART UNIVERSITY, Bachelor of Fine Arts in Advertising, *February 2002 – May 2006*

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skills

PROFICIENT IN Adobe Creative Cloud, Sketch, CMS Systems, Google Suite

WORKING KNOWLEDGE OF Microsoft Office, CSS and HTML

EXPERIENCED IN creative leadership, strategic development, branding, strategy, photo/video/experiential art direction

ADMINISTERS constructive criticism and advocates continuous learning

NIMBLE and always ready to roll-up the sleeves and be hands-on

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awards and recognitions

EFFIES, Living Wine Labels, J Walter Thompson, Media Innovation: Existing Channel, *2019*

EFFIES, Living Wine Labels, J Walter Thompson, Brand Experience: Virtual/360, *2019*

CAPLES AWARDS, Living Wine Labels, J Walter Thompson, Innovation, *2018*

GRAPHIS BRANDING 6, Firewood Inc. Integrated Branding Program, *2013*

ACADEMY OF ART UNIVERSITY GRADUATE STUDENT SHOWCASE, Thesis Topic Proposal, *2009*

ACADEMY OF ART UNIVERSITY GRAPHIC DESIGN GALLERY, Featured Print Work, *2009*

INTERNATIONAL ANDY AWARDS, Student Category, *2006*

ACADEMY OF ART UNIVERSITY, Spring Show, *2005-2006*

CLIO AWARDS, Student Category, *2005*

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references available upon request